

Actors' Equity Scores Success With Benefit

By Charles Darnton.

A SHAKESPERIAN pageant of dazzling splendor was the crowning triumph of the Actors' Equity benefit performance last night, and in it Ethel Barrymore and Millian Russell were cheered by an audience that packed the Metropolitan Opera House.

There had been an earlier ovation for Miss Barrymore when she spoke from her heart of actors. It was near the witching hour when Shakespeare's heroines began passing through "Memories," and as Miss Russell moved majestically into view she almost "stopped the show." Miss Barrymore was a glowing Fortin, and other noted actresses added to the beauty and distinction of the review. John Charles Thomas, as Art, sang the introductory music with spirit, and Nanette O'Neil gave her fine voice to the reading of the verses. The pageant was admirably staged by Hassard Short.

Florence Moore led the fun in a rehearsal skit, with John Drew getting an engagement as leading man and Bruce McKee madly embracing Blanche Yurka after falling in love with her acting.

"Have you had any stage experience?" Miss Moore asked two fair young applicants.

"We've often had luncheon at the Knickerbocker," was the reply of one.

"Your name?" inquired Miss Moore of an actor looking for a job.

"Charles Cherry."

"Any relation to Tree?"

"No, another branch of the family."

There was an uncommonly fine exhibition of dancing, with Wilda Bennett as Pierrette wearing smoked glasses. Her eyes had been "burned" in film work, Percival Knight explained, yet she was determined to keep her promise to appear. Although Katherine Wichie had injured her knee, she also was there with both feet.

Miss Frances Alda gave an operatic air to the festivities. Teresa Costa was brought up to concert pitch by Svengali Luckacy, and there were favorite songs of other days by Christie MacDonald, Peggy Wood, Adele Rowland and others. Tom Wine was the Barnum of the Equity Circus, in which Charles Winninger figured amusingly as a trombone-playing lion tamer. Ed. Wynn doubled in brass as a story teller and auctioneer, James Horton danced all around the Eighteenth Amendment, and about a hundred actors sang joyously.

In every sense, the performance was a huge success.

LASKI LEAVES HARVARD.

Radical Views on Capital and Labor the Cause.

CAMBRIDGE, May 10.—Harold J. Laski, the young Englishman whose radical views on labor and capital have caused Harvard alumni to question the propriety of continuing him on the uni-

versity's staff of teachers, has resigned to accept a full professorship of political science at the London School of Economics, a department of the University of London.

Laski is a lecturer of history at Harvard, twenty-six years of age, and has had a splendid record as scholar and teacher. He maintains the most intimate relations with his class which has made him one of the most beloved of Harvard's staff.

MUNSING WEAR—because it fits

Carefully made from the best materials, Munsingwear garments outwash, outwear and outlast expectations. In the long run most economical.

Summer Munsingwear is made in many different styles and fabrics, sheer, cool and comfortable. Form-fitting knitted garments for men, women and children, loose-fitting woven athletic suits for men.

—the satisfaction lasts



"Borden's Milk is rich with Cream; It keeps us kids from getting lean."

Written by Anna Fernandez, 501 E. 16th St., N.Y.

It is a fact beyond all doubt that good milk is the best food for children as well as for

grown-ups. For many, many years BORDEN'S have supplied New York with rich, pure, wholesome, country milk, and to this very day they are still maintaining that high standard of safe, dependable milk.

Phone and have our solicitor arrange for daily delivery.

This is Price Rhyme No. 11. Send in yours if you are under 14 years. Win \$5 for each rhyme we use.

5521 conveniently located stores will serve you.

Borden's Farm Products Company

63 Vesey Street

Phone: Cortlandt 7961

JOHN WANAMAKER

Broadway at Ninth, New York

Telephone Stuyvesant 4700

Store Hours 9 to 6

During this Sale the Store will remain open until 6 o'clock

Still 20 Per Cent. Off Everything

(With minor exceptions of trade-mark goods whose prices we cannot honorably change)

"When this 20 per cent. strikes in, Wanamaker's will be the busiest spot in the world---"

—a prophecy fulfilled.

READ THE STORY AS TOLD BELOW BY A BUSINESS WOMAN

This woman observer writes:

In the history of merchandising there has never been anything to equal this action. So compelling, so sweeping an act as this would have astounded the pre-war buying world, which had never considered as a possibility the serious economic after-war problems that we are confronted with. But coming now at this darkest hour, when an accomplishment of this sort was an undreamed-of possibility, when the upward trend of prices was the pronouncement of the authoritative statisticians, the buying world is thrilled with appreciative surprise, and the selling world is lost in amazement.

The impossible has become possible, the unbelievable has become a proven fact, and the minute the customers enter the Wanamaker store the incontrovertible truth of proof is everywhere before them.

Wide-eyed amazement

The usual customers are surprised, and their fervent response is showing what they think of this event. But the astounded people who, in many cases, have not been able to recover their equilibrium are those who, having made merchandising a business, know the conditions governing the merchandise world today, and appreciate through their knowledge just what 20 per cent. off on an entire stock means. These are the confused people who have not yet decided what to do. The invitation which has been extended them to join in a movement that is the greatest constructive effort that has been made to bring down the high cost of living is being looked at in wide-eyed amazement.

Years spent as an investigator in the Retail Merchandise world, assembled statistics, and recourse to the accumulated data that touch most phases of merchandising do not serve to lessen the marvel of this epoch-marking event.

Growing each day

The Monday morning customer had not realized it. Some had not known it.

The papers had only announced it to the world that very morning. Even those who had read the advertisement were rather dazed as they went from one department to another and the magnitude of the thing gradually dawned on them. Those who had not heard of it were taken off their feet, when the 20 per cent. was virtually given back to them on purchases which they had been well content to make at the usual prices.

One gentleman who got his surprise of 20 per cent. off said to those nearest him, "When this 20 per cent. strikes in, Wanamaker's will be the busiest spot in the world."

Hard to believe

The timorous ones advanced to a department saying, "Not 20 per cent. off on this," as they pointed out some desired article. The regular Wanamaker customer who knew despite anything that if Wanamaker said 20 per cent. off, it was 20 per cent. off, thought at least the Restaurant would not give it, as it was not really merchandising, and the biggest awakening was when the checks began to come in to the customer after luncheon. It was amusing to watch the expressions on the faces of those who did not know of the discount. All of them asked questions, and some rushed off through the store as if in fear that the goods might all be sold if they delayed.

20 per cent. off

The hardest thing for the customers to grasp after they had accepted and had proven the 20 per cent. discount was that the policy was absolute, and applied to goods that had been specially priced, and goods that had been reduced. In furniture there had been in progress a reduction sale of special furniture at 15, 20 and 33 1/3 per cent. off, and this of course was also subject to the additional 20 per cent. off. But it is perfectly easy to see how the customer would be dazed by the truth of such a great fact as this.

A man and his wife examine a cowhide oxford bag which had been specially priced at \$27 before the sale, and when you hear the man say, "I know that

Our thanks to the people

for their very great patience and good nature in the immense crowds of Saturday when it was physically impossible to serve them quickly or at times even comfortably.

—And to our own good salespeople and all workers who are co-operating so splendidly with the public in this movement for lower prices.

the regular price of this kind of a bag is \$40 everywhere, so it can't be 20 per cent. off \$27," you can understand the reason that is back of their surprise when they are told there will be 20 per cent. off.

Even White Sale goods

And there in the department of women's underwear, the great Rainbow-White sale is in progress. Barely had it been launched, just two days before. But the order came "20 per cent. off all prices." Beautiful and exquisite French lingerie, which had been originally much under the retail market price for this Rainbow Sale was now reduced 20 per cent. more.

The buying world knowing that Wanamaker's is the storehouse of the world's choicest merchandise, and having long marveled at the unusualness of many of their stocks, which find no dupli-

cates in this country, just can't bring themselves to believe that everything means everything.

One customer hesitates before a string of jade, and says to her companion, "It could not be 20 per cent. off on that; these things are all very rare," and when she is assured by a saleswoman that all these goods are subject to 20 per cent., she banishes her surprise only because of her great interest in the goods.

Antiques, which all time can never produce again, the loveliest of old English furniture, wonderful 18th Century veritable French pieces, which are so much sought after, meet their 20 per cent. off with just the same sureness as does an article of regular merchandise. Rarest jewels, the choicest of real laces, the most ancient and marvelous pieces of Oriental art meet on the democratic ground of 20 per cent. off, with the lowest priced necessities.

Prophecy fulfilled

That man who on the first day the astonishment was being replaced with the keenest interest and the most general activity. The following day showed an interest that was as phenomenal as the event itself, and the multiplied rate of interest on this the third day was beyond anything that could be translated into terms that would express the enthusiasm and welcome with which this great plan is received.

By the afternoon of the first day the astonishment was being replaced with the keenest interest and the most general activity. The following day showed an interest that was as phenomenal as the event itself, and the multiplied rate of interest on this the third day was beyond anything that could be translated into terms that would express the enthusiasm and welcome with which this great plan is received.

Stirs the pride

No Christmas shopping crowd was ever like this. The busy areas are not restricted to departments whose stocks furnish gift suggestions. But the interest is as broad and as deep as this great store. Whether kitchen furnishings or books, pianos or notions, there are enthusiastic buyers, who have ceased to voice their astonishment in their zeal to take advantage of this great event.

It all stirs the pride of every American for that wonderful American institution—

JOHN WANAMAKER'S

...The Down-Stairs Store...

Is placing new goods on sale at 20 per cent. off our regular retail prices

The Down-Stairs Store, as you know, searches the markets for underprice lots of dependable merchandise.

Makers of good goods often have samples, cancelled orders and odd lots of thoroughly wantable merchandise that they are glad to close out for cash; and the Wanamaker Down-Stairs Store is always ready to take them. So—

The new goods!

—that are now coming in are UNDER-PRICE lots of the regular grades of goods that we carry in regular stock. They will be offered at the usual lower prices, and sold to you at 20 per cent. off. This is a double incentive. You can judge that for yourself when you see the merchandise and compare the prices.

Letters are coming

daily, from manufacturers, offering us underprice lots of needed garments, shoes, millinery and other things. This will permit a wider choice and a surer opportunity for satisfaction. This Down-Stairs Store at Wanamaker's is—

Unlike other stores

—that claim to be similar. It is not a store of cast-off merchandise; nor

of questionable qualities; nor a dumping ground for things that are unsaleable in the regular way.

It is a store of good things—THOROUGHLY good things—for home and personal use; and the lower prices have the happy faculty of making others happy—of satisfying individual needs in a practical way. Many of us can do without some of the frills and furbelows when economy is at stake.

A manufacturer

—remarked: "This may not be good for men like me; but it's a great thing for the public."

A news writer says, in his column, "The Wanamaker Store lops off in one day from our cost what it took just one year to put on."

Letters

—arriving by every mail say—KEEP IT UP. And one man observed, "I saw a suit uptown just like yours, and at the same price; but I found that the price had been reduced because of your 20 per cent. off sale."

We're glad the idea is traveling. The farther it travels the better it will be for everybody.

STORE OPEN 9 A. M. TO 5 P. M.

HEARN

Fourteenth Street

West of Fifth Avenue

TODAY

TOMORROW

START OF SEASON SALE



500

500

Summer Comfortables

3.86

Our regular \$5.93

It is neither economical nor comfort-giving to continue using Winter-weight covering after warm weather has set in. But it IS satisfactory in every way to possess these Summer comfortables, which give just the right warmth for this season, and may be purchased at this sale for a price which insures large savings.

Comfortables are filled with white cotton and covered with prettily flowered material, with plain-tone border or the reverse color-scheme.

No Exchanges

No Returns

See other pages for our three column adv. start of season Sale of Corsets, also adv. of Blouses and Sweaters

From West Virginia Some School Girls Send us this advertisement

St. Hilda's Hall, Charlestown, W. Va., May 6, 1920

Some school girls at table to-night devised this advertisement for you:

A woman went to Wanamaker's to buy a suit. She bought one for fifty dollars, but the twenty per cent. reduction gave her back ten dollars.

This ten dollars she applied to the purchase of a flat priced at that figure. Again the reduction saved her some money; this time it was two dollars.

She now bought two pairs of lisle hose at one dollar a pair; her saving was forty cents. This she invested in a handkerchief.

The eight cents returned to her bought a package of invisible hairpins, and left a cent to buy a stamp with.

The sister of this woman went to another store and spent fifty dollars for a suit, but she didn't get the hat, the stockings, the handkerchief, the hairpins, or the stamp.